

2005 California Statewide Utilities

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2005 A/C Design Concept

● **Goal:** Assure California residents receive energy efficient equipment, measures and practices that provide maximum benefit for the cost.

- Simplify and standardize the air conditioning equipment specification for the mass market, make it the same for small commercial, residential new construction and residential retrofit.
- To meet the Goal of highest value for California – we must have three components - **EER, SEER and TXV** or Equivalent .
- The combination of the 3 specification components provide the most cooling per dollar to residents in California's climates.

California Split System

2005 Specification

Tier	SEER / EER HSPF	TXV	Rebate
1 ENERGY STAR	13.0 / 11.0 8.0	Optional	\$200 ⁽¹⁾ SMUD finance
2	14.0 / 12.0 8.5	Required	\$425

California Package System

2005 Specification

Tier	SEER / EER HSPF	TXV	Rebate
1 ENERGY STAR	12.0 / 10.5 7.6	Optional	\$200 ⁽¹⁾ SMUD finance
2	13.0 / 11.0 8.0	Required	\$425

2005

California Utility Coordination

- The California Utilities work in coordination to plan, market, and implement a residential program portfolio to increase the market share of energy efficient ENERGY STAR® labeled products in California.
- Combined we service over 80% of the residential customers in California.

Activities to Promote ENERGY STAR®

- Consumer marketing and advertising, including coordination with the Statewide Flex Your Power Campaign and Univision.
- Provide rebates.
- Development and maintenance of long-term relationships with key market actors.
- Sales Training and Field Service support for retailers.
- Participation in National ENERGY STAR® Annual Promotions.

Programs that Promote HVAC

- Single Family HVAC Rebates
- Multifamily HVAC Rebates
- HVAC Co-promotions w/Retailers
- 2005 and Energy Procurement
- ENERGY STAR® New Home Construction
- ENERGY STAR® Commercial Rebates

Additional Marketing Activities

- Advertising Campaigns – Region Specific
- Bill Inserts/Customer Newsletters
- Coordination of Sales Promotions with retailers and distributors
- Fact Sheets – TXV, EER, Charge & Air Flow
- Direct Mail to targeted communities

Additional Marketing Activities (cont'd)

- **Training** with manufactures and distributors on program specifications
 - Communication with Contractors
- **Community Events**
- **Associations Events**
- **Retail Mailers Co-Promotion**